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1948

# PAUL J. HOWARD'S CALIFORNIA FLOWERLAND



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## CALIFORNIA CENTENNIAL

Celebrating the California Centennial, a new, intensely fragrant, glowing crimson rose will shed its light and color across the world. *California Centennial* is vigorous and upright in growth. The three-foot canes are clothed in copper-green foliage. Thorns are so few they are negligible. Strong stems eighteen inches or more in length are crowned with long, spiral crimson buds of elegant texture. *California Centennial* gives a wealth of beautiful roses throughout the season. Price: \$2.00.

O L I V E  
P E R C I V A L



An Exquisite New Paul J. Howard Rose for 1949

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
11700 National Blvd., Los Angeles 34, Calif.

Phones: TExas 0-2951 • ARizona 3-1171 • Santa Monica 4-2755

# Paul J. Howard's BUSH ROSES for 1949

Paul J. Howard's Roses are noted for their extreme vigor and robust growth. Carefully selected budwood is grown on special root stocks, which impart extra strength to the tops. We select two-year-old bushes which have made greatest development, so they will readily become established in the rose garden, and bloom a few weeks after planting.

## MAIL ORDERS

**DORMANT or BARE-ROOT ROSES** are available from January until March 15. They are shipped by express up to March 15 only. If wanted by mail, please add 10% for mailing. (Minimum postage 25c.) Orders for mail or delivery will be reserved and filled in rotation, beginning January 1. Please send in orders as early as possible, and indicate second choice, so that we may substitute if necessary, if any varieties should be sold out.

**ESTABLISHED ROSES** for planting throughout the year, and when dormant Roses are not available (April to December) these superior large bushes are planted in especially prepared soil, in 5-gallon tins. They may be selected and planted out, in full bloom.

Because of weight and bulk, these established Roses are practical only for local truck delivery, or "Cash and Carry".

### PRICES OF ESTABLISHED ROSES

Listed Price (Bare root)	\$1.00	&	\$1.25	Established Price in 5-gal. Tins	\$2.00
Listed Price (Bare root)	\$1.50			Established Price in 5-gal. Tins	\$2.50
Listed Price (Bare root)	\$2.00	&	\$2.50	Established Price in 5-gal. Tins	\$3.00

All Climbing Roses, established in 5-gal. Tins, staked, \$3.50.

**QUANTITY RATES—10% Discount on Orders of 10 or more Roses, one kind or assorted.**

## SLEIGH BELLS

A Paul J. Howard Introduction for 1949  
(Patent Applied For)  
See Back Cover

Ring out the old, Ring in the new. **Sleigh Bells** is as refreshing as a crisp spring morning. It really makes you think of Sleigh Bells, because it sets the joy in your heart tingling when you see it. It is as white as snow, with a cool enlivening trace of primrose at the base of petals when fully opened. At certain seasons the petals are flushed with pink, like dawn on the snow. It has a subtle impelling fragrance, excellent keeping qualities, long straight stems, healthy glossy, emerald green foliage. It produces an abundance of exquisitely chisled long buds, followed by large perfect blooms.

The tall, rugged bushes, in bloom almost continuously, make a grand garden display, and provide a wealth of buds for cutting. **Sleigh Bells** outranked all other roses in growth and bloom, in a field of over a million roses. **Sleigh Bells** is the new wide awake white rose.

Price: \$2.00

BUTTERSCOTCH \$1.50



## OLIVE PERCIVAL

*A Gay New Rose*  
Originated by Paul J. Howard's  
California Flowerland

(Patent Applied For)  
See Opposite Page

Rose lovers will delight in the exquisite long slender buds of our new Olive Percival Rose, somewhat reminiscent of the lovely old variety, Lulu. They are intense cherry red, of luminous quality, flushed gold on outer petals and at the base of inner petals. They open slowly, retaining their color as they develop. Lovely in all stages, the half-open flowers have broad, thick petals and gradually open to semi-double blooms of great charm and grace.

The bushes are strong, upright growers, with leathery deep green foliage. They flower so freely, each bloom borne singly on long stems, that you can keep your bud vases almost continuously filled with these gay, fragrant roses.

Price, \$2.00

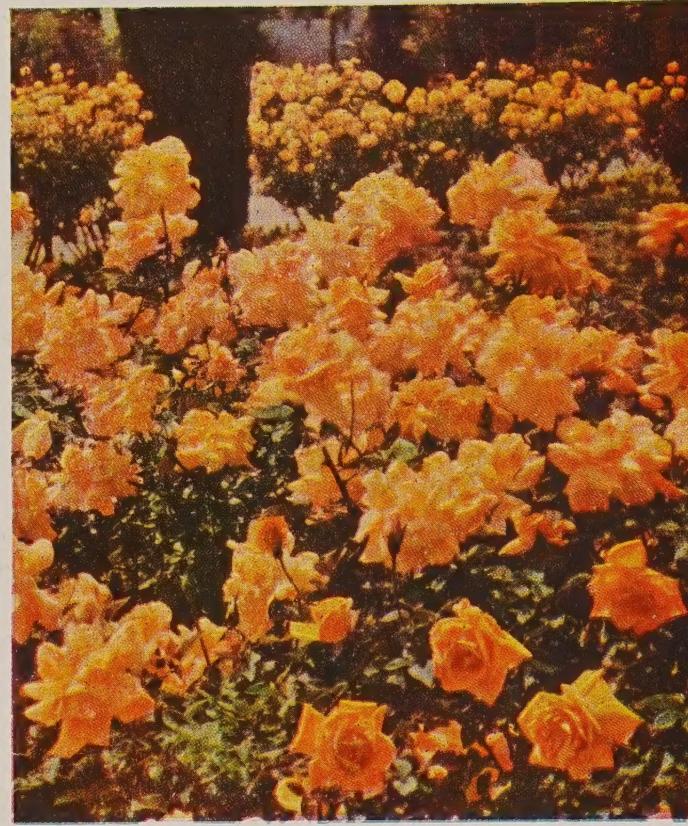
**ANGELS MATEU** (Pat. No. 174) This variety has luscious orange-rose blooms, unusually large, full petalled ..... \$1.50

**AUTUMN.** Burnt orange and gold, streaked with red, fragrant, long lasting; glossy foliage ..... \$1.00

**BEST REGARDS.** (Pat. No. 652) A glorious new rose of sensational beauty. Plants are strong, tall growing, with handsome leathery foliage of deep green. Beautiful big buds and blooms on long, strong stems; rich Tyrian rose with copper sheen. Exceptionally free flowering ..... \$1.50

**BUTTERSCOTCH.** (Pat. No. 613) A wonderful new color in roses, and very few roses have as beautifully shaped buds and flowers. Blooms have very long graceful petals, the outside pale orange-yellow, the inside orange, lightly veined orange buff ..... \$1.50

**CALIFORNIA.** (Pat. No. 449) This is the most sensational rose in our garden. The massive bushes lining our driveway bloom more freely than any rose we have grown, being covered with huge blooms of ruddy orange and gold, even in winter. Buds and flowers are magnificent, with heavy petals, and last well when cut....\$1.50



Sensational California Roses line our Driveway at California Flowerland.

**CALIFORNIA CENTENNIAL.** Howard & Smith 1949. Plant Patent rights reserved. \$2.00. See front cover.

**CHARLOTTE ARMSTRONG.** (Pat. No. 455) Long slender buds of blood red open into fine double flowers of brilliant red in cool weather, cherry rose in hot weather. Plant is strong, upright in growth, with luxurious, disease-resisting foliage, and extremely free flowering. Color varies with season.....\$1.50

**CHRISTOPHER STONE.** Glowing scarlet crimson with deep velvety sheen; large cluster of golden stamens; heavy stems ..... \$1.00

**CONTRAST.** (Patented) Fragrant, beautifully formed flowers, vermillion scarlet inside, underside bronze gold. Upright, healthy bushes, free flowering.....\$1.00

**COUNTESS VANDAL.** (Pat. No. 38) Long tapering buds of salmon pink and copper, open into large fragrant flowers of rose, salmon and gold.....\$1.50

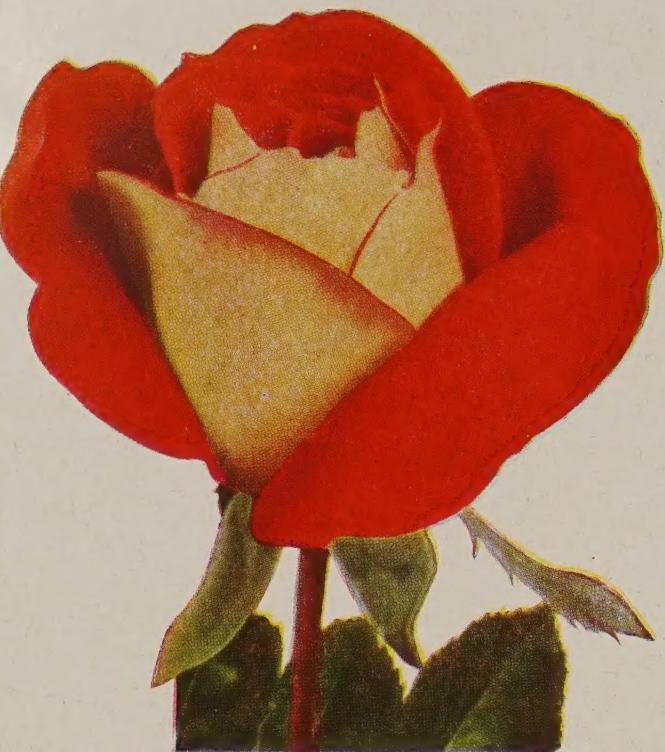
**DAINTY BESS.** Single blush pink with crimson stamens; delicately beautiful, lasting.....\$1.00



EDITH WILKIE  
\$1.50

See Next Page

## PAUL J. HOWARD'S BUSH ROSES



FORTY-NINER \$2.50

GRAND DUCHESSE  
CHARLOTTE  
\$1.50



© C.R.P. CO.

\$1.50  
HEART'S DESIRE



**FORTY-NINER.** AARS 1949. (Pat. No. 792) Brilliantly colored new rose, with long pointed buds opening to large double flowers with petals of heavy texture and rich fragrance. Color is oriental to cherry red, the reverse side of petals being yellow flushed pink. Bush is vigorous, compact, with leathery glossy foliage, a free and continuous bloomer \$2.50

**DOUGLAS MacARTHUR.** (Pat. No. 581) Long beautifully shaped buds on long stems open slowly into glorious flowers of rose, gold, and salmon. Strong healthy bush with dark green foliage.....\$1.50

**ECLIPSE.** (Pat. No. 172) Long streamlined buds of golden yellow without any shading. A lovely graceful cut flower....\$1.50

**EDITH WILLKIE.** (Pat. No. 500) Flower buds are high and pointed, deep jasper red. As flower buds open, petals inside are vivid shrimp pink, shaded yellow at base, with an undertone of old rose. Delightfully fragrant; deep green foliage.....\$1.50

**ETOILE DE HOLLANDE.** The leading deep red rose, fragrant.....\$1.00

**FRAU KARL DRUSCHKI.** The largest pure white rose. Vigorous, free flowering.....\$1.00

**FRED EDMUNDS.** (Pat. No. 731) Beautiful long buds of richest burnt orange open to glorious blooms of glowing coppery orange, turning to apricot. Petals of velvety texture .....

\$1.50

**GOLDEN RAPTURE.** Perfectly formed buds and flowers of deep golden yellow.....\$1.00

**GOOD NEWS.** Buds of deep coppery pink open to great double blooms of shell pink with coppery center. Splendid bush, free flowering .....

\$1.50

**GRAND DUCHESSE CHARLOTTE.** (Pat. Pending) A most interesting new color in roses, a morocco red seen in old tapestry. The beautiful long streamlined buds open into artistic flowers of dusky coral red \$1.50

**HEART'S DESIRE.** (Pat. No. 501) Luminous deep red buds of lovely shape and size, broad petals of heavy texture. The full blown roses do not fade. Full and double, on very long stems, ideal cut flowers with rich fragrance. Bushes are vigorous, with deep green foliage; disease resistant .....

\$1.50

**J. OTTO THILOW.** One of the best rose pink, beautifully formed.....\$1.00

**KAISSERIN AUGUSTA VICTORIA.** Pure white, shaded cream at center. Splendid form and foliage .....

\$1.00

**LOS ANGELES.** Flame pink tone with coral and gold. Still one of the finest .....

\$1.00

**LOWELL THOMAS.** (Pat. No. 595) AARS Award 1944. Magnificent golden chrome flowers, shapely buds and dainty fragrance are outstanding qualities .....

\$1.50

**MIRANDY.** (Pat. No. 632) A huge, 50-petaled deep velvety crimson flower, opening slowly from long ovoid buds, with rich, penetrating Damask fragrance. Does best away from coast areas .....

\$1.50

**MME. CHIANG KAI-SHEK.** (Pat. No. 664) Long spiral buds open to light clear canary yellow flowers of perfect proportions. Of perfect form, delightful perfume, sheer elegance, and vigorous growth. Loveliest of all light yellow roses.....\$1.50

**MME. COCHET-COCHET.** (Pat. No. 129) Long pointed coppery pink buds, flushed orange, open to huge flowers of lovely form, the color softening to gold and soft pink, and showing a mass of golden stamens.....\$1.50

**MME. HENRI GUILLOT.** (Pat. No. 337) Large, camellia-shaped open flowers of velvety texture and spicy fragrance, in which glowing reddish orange, rose and pink, are artistically blended. Very healthy, vigorous; glossy leaves .....

**MRS. E. P. THOM.** Flowers deep yellow, of fine form, nearly everblooming.....\$1.00

**MRS. LOVELL SWISHER.** Delightful flesh pink flowers, shaded salmon; coppery salmon buds .....

\$1.00

**MRS. PIERRE S. DUPONT.** Reddish, gold, long pointed buds opening to semi-double flowers of deep yellow, very fragrant....\$1.00

**MRS. SAM McGREDY.** Dazzling coppery orange, flushed with scarlet.....\$1.00

**MRS. WAKEFIELD CHRISTIE MILLER.** An old favorite, with large double blooms of great substance, blush pink shaded salmon, the outside bright rose. Bushy plant with leathery foliage .....

\$1.00

**MRS. W. C. EGAN.** No other pink rose has such beautiful long buds, slender and pointed. They open into full, high-pointed large blooms. Bushes are healthy, strong growing .....

\$1.00

**NEIGE PARFUM.** Large double white blooms, sweetly fragrant, sometimes tinted cream; strong growing, leathery foliage \$1.50

**NIGHT.** Velvety blackish crimson, darkest of all red roses; deliciously fragrant....\$1.00

**NOCTURNE.** AARS for 1948. (Pat. Applied For) This new red rose has long, perfectly formed buds. Bright cardinal red with deeper shadings. Flowers are fragrant, full petalled and of good substance, long lasting, and produced on long strong stems. The plant is vigorous, with semi-glossy foliage....\$2.00

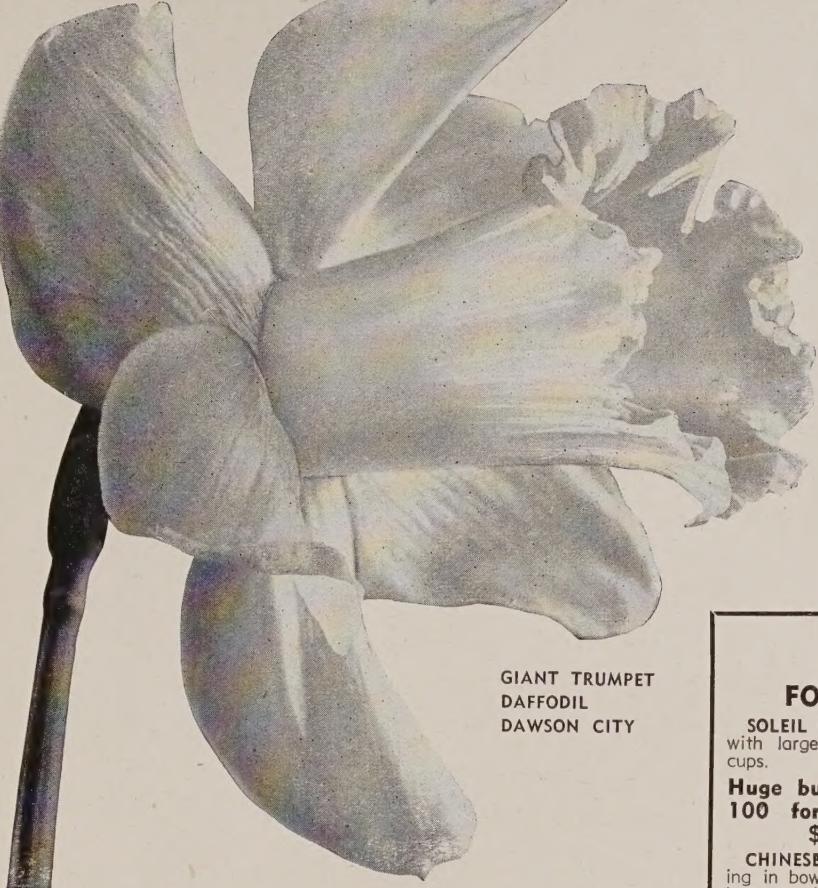
**OLIVE PERCIVAL.** See inside front cover.

**It is impractical to cover in one catalog all of the great variety of nursery stock on display at California Flowerland. This 1948-49 List includes just a few of our leading specialties.**

**California Flowerland is nationally known for its beautiful gardens, unique showroom of garden furniture, giftwares, pottery, and everything for outdoor living.**

**You will be delighted with a visit to California Flowerland, and we invite you to consult our Landscape Department for garden planning.**

Roses continued on Page 13



# Paul J. Howard's 1948 FALL BULB LIST

## DAFFODILS and NARCISSUS

Set the bulbs from 4 to 6 inches deep, depending on whether soil is heavy or light—deeper when soil is light. It should be moist and workable and carefully spaded, when plantings are made. After planting, water thoroughly and mulch with peat moss or leaf mold. Then do not water again until leaves appear above the ground. A slightly shaded situation is best. Narcissus should be set out in October and November, to give the bulbs a good start.

All Bulbs offered below are Giant or Jumbo Double Nose size.

GIANT TRUMPET  
DAFFODIL  
DAWSON CITY

### TRUMPET DAFFODILS

**BEERSHEBA.** Magnificent white trumpet flowers, nearly 5 inches across, flat perianth and long trumpet. **Each 60c; 3 for \$1.75; Dozen \$6.00.**

**DAWSON CITY.** Broad flat perianth and large trumpet of lovely golden yellow. **3 for \$1.00; Dozen \$3.50; 100 for \$25.00.**

**GOLDEN HARVEST.** Very early, tall-stemmed, golden yellow of graceful form. **3 for 90c; Dozen \$3.00; 100 for \$22.50.**

**KING ALFRED.** Giant golden yellow of wonderful substance and form. **3 for 75c; Dozen \$2.50; 100 for \$17.50.**

**MRS. R. O. BACKHOUSE (Leeds).** The famous "Pink Daffodil." Petals ivory white, slender long trumpet of apricot pink, changing to shell pink, deeply fringed edge. **Each 75c; 3 for \$2.00; Dozen \$7.00.**

**SILVER STAR (Leeds).** Broad-petaled, star-shaped perianth of creamy white, wide trumpet primrose yellow changing to cream. Free flowering, extra fine. **3 for \$1.10; Dozen \$3.50; 100 for \$27.50.**

**SPRING GLORY.** Very showy and early; long petals of clear white, prettily reflexed; long slender trumpet of chrome yellow. **3 for 90c; Dozen \$3.00; 100 for \$22.50.**

**TUNIS (Leeds).** Broad wavy white perianth, ivory crown, edged gold. **3 for \$1.10; Dozen \$3.50; 100 for \$27.50.**

### BARRII TYPE (With Short Crown)

**MRS. BARCLAY.** Reflexed, overlapping broad petals of pale primrose yellow; flat open cup deeply frilled; also primrose yellow, edged orange. **3 for 55c; Dozen \$2.00; 100 for \$15.00.**

**DIANA KASNER.** Lovely creamy yellow perianth, large fluted yellow cup with red frill. **3 for 55c; Dozen \$2.00; 100 for \$15.00.**

**BARRII CONSPICUOUS.** Bright yellow perianth, short broad cup edged with orange scarlet. **3 for 50c; Dozen \$1.75; 100 for \$13.00.**

### JONQUILS

Exceptionally charming for massing or borders, because of their fragrant, dainty flowers, like miniature daffodils.

**GOLDEN PERFECTION.** Magnificent golden yellow blooms of lovely form and large size, borne 2 or 3 to a long, straight stem. Showy, free flowering. **3 for 75c; Dozen \$2.50; 100 for \$17.50.**

**JONQUILA SIMPLEX.** True single Jonquil; dainty pure golden yellow. **Dozen \$1.50; 100 for \$10.00.**

**CAMPERNELLE SINGLE.** Deep yellow, two to four blossoms on each 18-inch stem. **Dozen \$1.75; 100 for \$13.00.**

**CAMPERNELLE DOUBLE.** Lovely flower heads of fragrant golden yellow blossoms. **Dozen \$1.75; 100 for \$13.00.**

### NARCISSUS FOR HOUSE CULTURE

**SOLEIL D'OR.** Similar to the Paper White, but with large golden yellow flowers having orange cups.

**Huge bulbs:** **3 for 55c; Dozen \$2.00; 100 for \$15.00. Large size: Dozen \$1.50; 100 for \$10.00.**

**CHINESE SACRED LILY.** Most popular for growing in bowls. Clusters of white flowers with yellow cups, intensely fragrant.

**Huge bulbs:** **3 for 55c; Dozen \$2.00; 100 for \$15.00. Large size: Dozen \$1.50; 100 for \$10.00.**

### California Flowerland's Superb

### DAFFODIL MIXTURE

A wonderful assortment of top quality Daffodils, this mixture includes choicest named varieties, novelty and popular ones, selected for abundant and long blooming season, and for strong growth and naturalizing, with little care.

**Dozen \$1.75      50 for \$6.50  
100 for \$12.00**

### SMALL FLOWERED NARCISSUS

**ANGELS' TEARS (Triandrus Albus).** Dainty small white flowers, several to a stem, gracefully drooping. Grow in well-drained, sandy soil; give no manure. **Each 50c; 3 for \$1.45; Dozen \$5.50.**

**BULBCODIUM CONSPICUOUS.** Yellow "Hoop Petticoat Narcissus." Bell-shaped flowers of golden yellow, on 6-inch stems; rush-like foliage. Blooms early, grows best in sandy peat soil; no manure should be given. **3 for 45c; Dozen \$1.50.**

**MOONSHINE.** Star-shaped, creamy white flowers of exquisite beauty, often 3 to a stem, drooping gracefully. **3 for \$1.00; Dozen \$3.50; 100 for \$25.00.**

**FEBRUARY GOLD.** Very early, golden yellow, trumpet fringed orange. **3 for 55c; Dozen \$2.00; 100 for \$15.00.**

### DOUBLE DAFFODILS

**CHEERFULNESS.** Very pretty double white blooms of Poetaz type, in big clusters on long stems. **3 for 50c; Dozen \$1.75; 100 for \$15.00.**

**IRENE COPELAND.** Large double, snow white blooms with primrose markings. **Each 75c; 3 for \$2.00; \$7.50 per dozen.**

**TWINK.** Large double blooms, soft primrose yellow and orange. Early, very easily grown, a wonderful garden flower. **3 for 85c; Dozen \$2.80; 100 for \$20.00.**

### INCOMPARABILIS NARCISSUS

**(Shorter Crown than Trumpet Narcissus)**  
**FORTUNE.** A wonderful flower of heavy texture, broad perianth of creamy yellow, very large crown, beautifully frilled, of soft orange. **Each 45c; 3 for \$1.25; Dozen \$4.00.**

**HADES.** Large creamy white perianth and broad crown of deep cherry red; long strong stems; free flowering. **Each 90c; 3 for \$2.50; Dozen \$9.00.**

**JOHN EVELYN.** Flowers are 4 to 5 inches across, with broad, pure white petals. Cup is flat, nearly 2 inches across, deep cream, densely frilled and ruffled. Strong grower, free flowering. **3 for 90c; Dozen \$3.00; 100 for \$22.50.**

**MILFORD HAVEN.** Delicate creamy white perianth, wide yellow crown with margin of orange scarlet, ruffled edge. **3 for 90c; Dozen \$3.00; 100 for \$22.50.**

### POETAZ CLUSTER AND POETS' NARCISSUS

**GLORIOUS.** White with orange eye, edged red; early, tall, splendid in half-shade. **3 for 55c; Dozen \$2.00; 100 for \$15.00.**

**LAURENS KOSTER.** Clusters of creamy white, delicately fragrant blooms, with lemon yellow cup. **3 for 50c; Dozen \$1.75; 100 for \$12.00.**

**ACTEA.** Largest of all Poeticus—broad white perianth, large eye margined dark red. **3 for 50c; Dozen \$1.75; 100 for \$13.00.**

**ORANGE CUP.** Yellow perianth, frilled orange cup. **3 for 75c; Dozen \$2.50; 100 for \$17.50.**

### MAIL ORDERS

All bulbs are sent prepaid to any address up to and including the 4th postal zone. (This includes all of California, Arizona, Nevada, Western New Mexico, Southern Oregon, and Southwestern Utah.)

Less than six bulbs of any variety or color take the each or three rate. 50 bulbs but not less than 25 of a variety or color may be ordered at hundred rate.

Please add 2 1/2% sales tax to all orders to be sent anywhere in California. 3% for Los Angeles.

No C.O.D. orders will be shipped.

PAUL J. HOWARD'S

## Giant Darwin and May Flowering TULIPS

	3 For	Per 12	Per 100
<b>ADORATION.</b> Flesh pink, white center	.75	\$2.50	\$15.00
<b>ADVANCE.</b> Tall, rich red, orange flush	.65	1.75	12.50
<b>ARGO.</b> Golden yellow, edged orange	.65	1.75	12.50
<b>CARDINAL MANNING.</b> Royal purple and bronze	.65	1.75	12.50
<b>CITY OF HAARLEM.</b> Immense scarlet, blue-black base	.65	1.75	12.50
<b>CLARA BUTT.</b> Soft salmon rose	.50	1.50	11.00
<b>DIDO.</b> Orange red outside, inside salmon orange, yellow base bordered green; fragrant	.75	2.50	15.00
<b>DUKE OF WELLINGTON.</b> Pure white, yellow anthers	.75	2.50	15.00
<b>FARNCOMBE SANDERS.</b> Scarlet, white base	.50	1.50	11.00
<b>KING LEAR.</b> Chestnut red, flushed purple	.75	2.50	15.00
<b>KING MAUVE.</b> Purple mauve, white edge	.65	1.75	12.50
<b>LA TULIPE NOIRE.</b> The Black Tulip, velvety maroon	.65	1.75	12.50
<b>LOUIS XIV.</b> Huge deep blue violet, yellow center	.75	2.50	15.00
<b>MRS. JOHN F. SCHEEPERS.</b> Large, tall, yellow	.65	1.75	12.50
<b>MARJORIE BOWEN.</b> Soft Rose and apricot, inside orange yellow	.65	1.75	12.50
<b>MARSHAL HAIG.</b> Clear scarlet	.65	1.75	12.50
<b>PRIDE OF HAARLEM.</b> Popular cherry red	.50	1.50	11.00
<b>REV. EWBANK.</b> Bright silvery violet, white base	.50	1.50	11.00
<b>ROSABELLA.</b> Luminous rose, lighter edge	.65	1.75	12.50
<b>THE BISHOP.</b> Pure violet, large, tall	.65	1.75	12.50
<b>THE PEACH.</b> Gorgeous peach red, white center	.75	2.50	15.00
<b>VELVET KING.</b> Dark purple, white base	.75	2.50	15.00
<b>VENUS.</b> Fine silvery rose	.65	1.75	12.50
<b>ZWANENBURG.</b> Popular pure white	.65	1.75	12.50

## Giant HYACINTHS

**POT CULTURE** — Select only the largest bulbs. Pot them in rich soil, with good drainage, either singly in 4-inch pots or three or more in large pots or bulb pans. Water and store in a cool dark place at least a month, until roots are well developed and top growth starts. Then bring into

light, at cool temperature and water regularly.

**FOR BEDDING**—Plant in groups in well drained soil enriched with bone meal, 5 to 7 inches deep. Do not use manure in soil. Water well and keep moist.

### GIANT HYACINTHS

#### For Pot and Garden Culture

**BLUE DANUBE.** Soft lavender blue, yellow center.

**CITY OF HAARLEM.** Yellow, late.

**DUKE OF WESTMINSTER.** Purplish blue, white center.

**GERTRUDE.** Fine rose pink.

**KING OF THE BLUES.** Dark blue.

**L'INNOCENCE.** Pure white.

**MYOSOTIS.** Light blue.

**Price of Bedding Hyacinths, 15-16 centimeters, 3 for 75c; Dozen \$2.75; 100 for \$20.00.**

### French Roman Hyacinths

The earliest Hyacinth to bloom, producing numerous dainty spikes of fragrant flowers, in December, from bulbs planted in September. **White and Blue.** 3 for \$1.25; Dozen \$4.00; 100 for \$30.00.

### DOUBLE or PEONY FLOWERED TULIPS

**EROS.** Very large double old rose—20" tall. **MT. TACOMA.** Giant double white, grand bedding tulip. 3 for 75c; Dozen \$2.50; \$15.00 per 100.

### GIANT FRAGRANT HYACINTH

## GLADIOLUS

Our list of Gladiolus includes many new and unusual varieties, as well as popular favorites, selected for their beauty and vigor. By making plantings monthly from December to April, showy blooms may be had all spring and summer. **BULBS WILL BE READY IN NOVEMBER.**

**ALCONQUIN.** Immense scarlet flowers on towering spikes.

**BEACON.** Striking scarlet with white throat.

**BLUE BEAUTY.** Magnificent violet blue; early.

**CHAMOUNY.** Deep rose, with silvery edge.

**ELIZABETH THE QUEEN.** Lovelily ruffled lavender.

**ETHEL CAVE COLE.** Giant pink.

**GLAMIS.** Huge pink blooms with pointed petals.

**GOLD EAGLE.** Golden yellow.

**PRICE OF ALL GLADIOLUS:** Dozen \$1.50; 25 for \$2.50; 100 for \$10.00

ALL BULB ORDERS ARE SENT POSTPAID  
THROUGH 4TH POSTAL ZONE.

### How to Grow Gorgeous Long-Stemmed Tulips

Select only the largest size firm bulbs.

Plant in sun or semi-shade. Spade up and fertilize the soil to a depth of 12 inches. Plant bulbs at least six inches deep. In light soil, they can be eight inches deep. Cover with a mulch of peat moss, manure or leaf mold, and give bed a thorough soaking right after bulbs are planted. In place of a mulch, a cover of low growing annuals may be planted, that will bloom through the winter and continue until after tulip-flowering time.

Water only lightly, to keep surface from drying out, until tulip leaves appear above ground, then keep bed constantly moist, soaking it more thoroughly and oftener than you do most other kinds of flowers. Tulips require lots of water for long-stemmed blooms.

### PARROT TULIP



# California Flowerland

## RANUNCULUS

Plant Ranunculus bulbs from October 1 on. Soak bulbs a few hours in water, or start in moist sand. Set bulbs with prongs down, in well prepared soil, 6 to 12 inches apart, and cover about one inch. Ranunculus require a sunny situation and good drainage.

We offer: Red Shades; Golden Yellow; Pink; Orange Shades; White; also California Flowerland Mixture of these shades.

Jumbo Size: Dozen \$1.50; 100 for \$10.00

Large Size: Dozen 75c; 100 for \$5.00

## FRAGRANT FREESIAS

Plant Freesias in the border or in beds, in full sun or partial shade, 5 or 6 inches apart, and cover about 2 inches. Keep soil moist but not too wet.

**NEW GIANT FREESIAS.** A magnificent strain, producing huge flowers of great substance, on stiff stems. Pure White, Blue, Pink, Lavender, Bright Red, and Light Yellow. Dozen \$1.00; 100 for \$7.50.

**NEW DOUBLE FREESIAS.** White and Yellow. Dozen \$1.00; 100 for \$7.50.

**PURITY.** Beautiful large white flowers, delicately fragrant. Earliest to bloom, popular for cutting. Dozen 75c; 100 for \$5.00.

**CALIFORNIA FLOWERLAND FREESIA MIXTURE.** All shades, a carefully blended mixture of the new giant varieties. Dozen 90c; 100 for \$6.00.

## ANEMONES

Brilliantly colored, resembling large poppies, Anemones are popular spring flowers for cutting and garden display. Culture same as Ranunculus.

**His Excellency.** Vivid scarlet, white base and black center.

**Blue Poppy.** Large violet blue, black center.

**The Bride.** Gleaming white, faint greenish center.

**California Flowerland Mixture** of all shades.

Extra Large Bulbs: Dozen \$1.00; 100 for \$8.00.

## BABY GLADIOLUS

Attractive for cut flowers and in the garden, with slender stems bearing numerous butterfly-like flowers. Plant 2 inches deep, in sandy loam, in sunny location.

**Peach Blossom.** Soft rose pink. **California Flowerland Mixture** of all colors. Dozen \$1.25; 100 for \$9.00.

## CROCUS

Favorites for naturalizing and pot culture, bloom very early in spring; easily grown. **Purple, White, Yellow, Striped.** Dozen 75c; 100 for \$5.00.

## SPRING SNOWFLAKES



## California Flowerland

## RANUNCULUS



SHOWY RANUNCULUS

## CALLA

**White Calla.** For borders in shade, and cut flowers. Plant in rich, well drained soil.

Extra Large Bulbs: 2 for 75c; Dozen \$3.75  
Large Size: 3 for 75c; Dozen \$2.50

**Baby White Calla.** Charming miniature form.

**Potted Plants Only:** Each 50c; Dozen \$5.00

**Golden Calla.** Foliage marked with silver. Grow in pots or shady beds.

**Mammoth Bulbs:** Each 75c; 3 for \$2.00; Dozen \$7.50

Extra Large: Each 45c; 3 for \$1.25; Dozen \$4.50

**Pink Calla.** Beautiful rose pink. Each 75c; 3 for \$2.00; Dozen \$7.50.

**Black Calla (Arum Pictum).** Maroon. Each 75c; 3 for \$2.00; Dozen \$7.50.

## LEUCOCORYNE

**Ixioides Odorata. Glory of the Sun.** Star-shaped flowers of sky-blue, fragrant, are clustered on long stems. Plant 3 inches deep, spaced 4 to 6 inches apart. Dozen \$1.75; 100 for \$12.50.

## ORNITHOGALUM

**Star of Bethlehem. O. Arabicum.** Large clusters of starry, paper-like flowers, black centered, charming for cutting. Hardy, free flowering. Extra large bulbs: Dozen \$1.35; 100 for \$8.00.

## MUSCARI—Grape Hyacinth

Spikes of violet blue flowers in spring. Lovely for naturalizing and for permanent borders. Dozen 75c; 100 for \$6.00.

## SCILLA

**Wood Hyacinths. S. Campanulata.** Small flower spikes of brilliant blue, in early spring; for low borders or rock garden. Dozen \$1.50; 100 for \$10.00.

## SPRING SNOWFLAKES

**Leucojum Vernum.** Slender spikes of small white bells, tipped green. For low edgings, massing in the border. Set bulbs 3 to 8 inches apart, 3 inches deep, in ordinary soil. 3 for 35c; Dozen \$1.35; 100 for \$9.00.

## SPARAXIS

Flaring, star-shaped flowers on long wiry stems. Mixed colors, including orange, red, yellow, pink and lavender, with contrasting throat. Culture same as Freesias. Dozen 75c; 100 for \$5.00.

## WATSONIA

Watsonias make decorative clumps in the garden, with tall, flower spikes and gladiolus-like foliage. Plant in a permanent location, and they will bloom each spring in profusion.

**Mrs. Bullard's White.** Early, giant white. **Edward Sturtevant.** Scarlet. **J. J. Dean.** Rich rose. **The Dazzler.** Spikes of scarlet flowers, in winter and early spring. Dozen \$1.50; 100 for \$10.00.

## IXIAS

Strikingly showy flowers in graceful clusters, on slender wiry stems, like Freesias in habit and culture. Flowers are star or cup-shaped, and make lovely flower arrangements.

Plant them in masses, in well drained soil, in sun or half-shade, about 5 inches apart, cover one inch.

**AFTERGLOW.** Light carmine, inside apricot-orange.

**BRIDESMAID.** White, with crimson eye.

**ENGLISHTON.** Carmine rose with darker center, outside flushed brown.

**EMPEROR OF CHINA.** Canary yellow, shaded purplish brown.

**VULCAN.** Crimson red shaded orange, outside, inside orange with dark blue eye. Dozen 75c; 100 for \$5.00.

**GREEN IXIA. I. Viridiflora.** A rare and unusual spring flower of unique color. Clusters of pale green flowers, with black throat, on tall stems.

Dozen \$1.75; 100 for \$12.00.

## FRAGRANT FREESIAS





## California Flowerland CAMELLIAS

Paul J. Howard's collection of Camellias is one of the finest in the West, comprising several hundred varieties. If interested in fine Camellias, plan to visit California Flowerland any time from November to May, during their blooming season.

**ADOLPHE AUDUSSON.** Immense blooms of red and white, variegated. Vigorous plant, compact, slow growing, exceptionally fine. **5-gallon cans, \$17.50.**

**ALBA PLENA.** Large double symmetrical white, early, free flowering. **5-gallon cans, \$10.00.**

**ALEXANDER NOWLIN.** Symmetrical, deep centered flowers are large and double, rich red flushed white. Blooms from March to May. **8-inch pots, \$5.00; 5-gallon cans, \$10.00.**

**ALTHEAEFLORA.** Semi-double red of peony form, stamens and narrow petals twisted at center. **8-inch pots, \$4.00.**

**ARAJISHI (Aloha).** One of the earliest and best, blooms all winter; very large double peony form, deep rose to crimson. **8-inch pots, \$4.00.**

**AUGUSTE DELFOSSE.** Double, high centered flowers of carmine red, with occasional white stripe on petals. **8-inch pots, \$3.50; 5-gallons, \$8.50.**

**BARONNE DE BLEICHROEDER (Otome Variegated).** Double rose pink with darker stripes, showing yellow stamens when open; round dark foliage; compact, slow growing, blooms Dec.-March. **8-inch pots, \$3.50; 5 gallons, \$10.00.**

**BELLA ROMANA.** Large double white with crimson stripes; very free flowering and popular; midseason. **8-inch pots, \$2.50; 5-gallon cans, \$5.00.**

**BIHO.** Large formal double white, with faint pink flecks. Upright vigorous plant; late. **8-inch pots, \$4.00.**

**BLOOD OF CHINA (Victor Emmanuel).** Deep red flowers of peony form. Vigorous spreading plant, free flowering, February to April. **8-inch pots, \$4.00; 5-gallons, \$10.00.**

**BONOMIANA.** Double imbricated pink and white. Bushy, vigorous plant, early. **8-inch pots, \$5.00.**

**CAMEO PINK.** Lovely soft pink, double symmetrical flowers, late. **5-gallon cans, \$15.00.**

**CASETTI.** Imbricated double white, late. **5-gallon cans, \$15.00.**

**CATHERINE CATHCART.** Double soft pink with white markings. Midseason to late. **8-inch pot, \$5.00; 5-gallon cans, \$15.00.**

**CHANDLERI ELEGANS—Pink (Francine).** Lovely large soft pink blooms of peony form. Blooms freely, Feb. to March. **8-inch pots, \$4.00; 5-gallon cans, \$8.50.**

**CHANDLERI ELEGANS—Variegated.** One of the most beautiful and popular of all. Very large rose pink, peony-form splashed with white; handsome large glossy foliage. Free flowering, Feb. to March. **8-inch pots, \$4.00; 5-gallon cans, \$8.50.**

**CHEERFUL.** Double red flowers of medium size, in profusion; bushy, fine for hedges. **5-gallon cans, \$5.00.**

**C. M. HOVEY.** Magnificent symmetrical open flowers, glowing red. Vigorous, free flowering, blooms late; one of the finest of all. **8-inch pot, \$4.00; 5-gallon cans, \$8.50.**

**DAIKAGURA RED.** One of the earliest, large double blooms of rose red. Free flowering. **8-inch pot, \$4.00; 5-gallon cans, \$8.50.**

**DANTE.** Double symmetrical flowers of pure white, high centered. Slow, bushy growth. **8-inch pots, \$3.50; 5-gal. \$7.50.**

**DEBUTANTE.** Lovely shell pink flowers of peony form; tall, vigorous plant, hardy. **5-gallon cans, \$10.00.**

**DERBIANA (Cup of Beauty).** One of the finest. Lovely flowers of rose form, deep rose pink; slow growing, spreading plant; hardy, thrives in shade. **8-inch pot, \$4.00.**

**DUCHESS OF SUTHERLAND.** Semi-double white, with broad petals, one petal streaked red; showy stamens. Vigorous, hardy, good in shade; blooms Dec. to March. **8-inch pot, \$3.50; 5-gallon can, \$7.50.**

**ECSTASY.** Large formal double flowers of clear pink; fine plant for hedges. **8-inch pot, \$4.00; 5-gallon can, \$10.00.**

Camellias are not difficult to grow and will succeed anywhere on the Pacific Coast except in desert and high mountain regions. Plant them as ornamental flowering shrubs in shade or half-shade, in well drained soil, using plenty of leaf mold or peat in the soil.

**ELEANOR FRANCHETTI.** Flowers of large peony form with pointed petals, white, some with pink stripe. Vigorous bush, needs some sun; blooms Jan. to March. **5-gallon can, \$12.50.**

**ELEANOR HAGOOD.** Double symmetrical flowers of delicate pink. Strong upright plant, dark foliage. March. **8-inch pot, \$5.00.**

**ELENA NOBILE.** Brilliant flame red with showy stamens; strong plant with shiny narrow foliage; late, free flowering. **8-inch pot, \$4.00; 5-gallon cans, \$10.00.**

**ELLA DRAYTON.** Large fine double red; compact plant, blooms freely December to March. **8-inch pots, \$4.00; 5-gallon cans, \$10.00.**

**EMPEROR WILHELM (Gigantea).** Broad, heavy-petaled double red, mottled white. One of the handsomest, vigorous, blooms Dec. to March. **8-inch pot, \$5.00.**

**EMPRESS (Grandiflora Rosea).** Huge semi-double rose pink of exquisite beauty. Vigorous compact plant, handsome foliage; blooms Jan. to March. **8-inch pot, \$4.00; 5-gallon cans, \$8.50.**

**ENRICO BETTONI.** Large light rose pink, semi-double to peony flowered, center petals and stamens mixed; vigorous, upright; midseason. **8-inch pot, \$4.00.**

**FINLANDIA (Dearest).** Semi-double open flowers, white with golden stamens; plant grows slowly, light green foliage. **8-inch pots, \$3.50; 5-gallon cans, \$8.50.**

**FLAME.** Semi-double blooms of deep vivid red, broad petalled; blooms freely all winter. **8-inch pots, \$6.50.**

**FRANCINE—Chandleri Elegans—Pink.**

**GARDENIA.** Double creamy white flowers of gardenia form. **8-inch pot, \$3.50.**

**GLEN 40.** Rare, and one of the finest. Large double formal to rose-type blooms of deep red, rounded petals. Compact, upright bush of slow growth, dark glossy foliage. Blooms Feb. to April. **8-inch pot, \$7.50.**

## PAUL J. HOWARD'S CAMELLIAS—Continued

**GOSHOGURUMA.** Unique showy single, deep velvety red with tufted center of petaloids and golden stamens; vigorous, upright, free flowering. 8-inch pot, \$4.00; 5-gallon can, \$10.00.

**GOV. MOUTON.** Broad petalled blooms of deep red, marbled white, peony form. Vigorous open bush, will stand considerable sun. Jan. to March. 8-inch pot, \$5.00; 5-gallon can, \$15.00.

### GRANDIFLORA ROSEA—Empress.

**GYPSY.** Imbricated double dark red flowers, buds nearly black. Vigorous, compact, upright; late. 8-inch pot, \$3.50.

**H. A. DOWNING.** Large semi-double flowers of vermillion red, rare. 8-inch pot, \$4.00; 5-gallon can, \$10.00.

**HAKUO.** Formal double white, late. 5-gallon can, \$12.50.

**HERME (Jordan's Pride, Hikari Gengi).** Large fragrant double flowers, light rose pink bordered white. Free flowering. Nov. to April. 8-inch pot, \$3.50; 5-gallon cans, \$7.50.

**HOSHIGURUMA.** Free flowering bush, makes a fine pot and hedge plant. Double rose-red blooms of medium size; late. 8-inch pot, \$3.50; 5-gallon cans, \$10.00.

**IMPERATOR.** Semi-double, large peony form, salmon rose; center petals and stamens intermingled. Blooms midseason. 5-gallons, \$7.50.

**KASUGA SHIBORI.** Immense double red, mottled white; plant of medium, spreading growth; blooms midseason. 8-inch pot, \$4.00; 5-gallon can, \$10.00.

**KIKUTOGI.** Early flowering double clear red. 8-inch pot, \$4.00; 5-gallon cans, \$10.00.

**KING LEAR (Donckalaeri Type).** Very handsome, very large flowers, semi-double, cherry red marbled white. Compact plant, blooms midseason. 8-inch pot, \$7.50.

**KUMASAKA.** Beautiful blooms of double rose form, broad petalled, fine deep pink; vigorous plant, blooms constantly from Jan. to March. 8-inch pot, \$4.00; 5-gallon can, \$10.00.

**LADY DE SAUMEREZ.** Semi-double cherry rose, spotted white. 8-inch pot, \$3.00.

**LADY JANE GREY (Eugene Lizze).** Loose peony form to semi-double, cherry rose marbled and splashed white. Slow growing, midseason. 8-inch pots, \$4.00.

**LALLAROOK (Laurel Leaf, Il Tramento).** Distinctive flowers with curving petals, lovely clear pink. Compact upright plant, foliage is light green resembling laurel; blooms Nov. to March. 8-inch pots, \$5.00; 5-gallons, \$12.50.

**LOTUS (Grandiflora Alba).** Lovely huge semi-double white; vigorous, upright plant; midseason. 8-inch pot, \$4.00; 5-gallon can, \$10.00.

**MARASCHINO.** Bright red rounded petals form cup-shaped blooms, opening like a rose. Compact, upright; late. 8-inch pot, \$3.00; 5-gallon can, \$7.50.

**MARCHIONESS OF EXETER.** Large light pink flowers of peony form, lovely for corsages; vigorous spreading bush; Oct. to Feb. 8-inch pot, \$4.00; 5-gallon can, \$12.50.

**MARIE ANTOINETTE.** Double bomb-shaped flowers, soft pink with crimson markings. Tall, bushy, free flowering; midseason. 5-gallon can, \$12.50.

**MATHOTIANA (Julia Drayton, Mathotiana Rubra, Purple Dawn, Purple Emperor, Wm. S. Hastie).** A wonderful deep red Camellia of perfect rose form, with broad heavy petals. Compact, upright plant, hardy; blooms Nov. to March. 8-inch pot, \$4.00; 5-gallon can, \$12.50.

**MATHOTIANA ALBA.** Very large formal double white with occasional faint pink stripe; light foliage. 5-gallon can, \$10.00.

**MATSUKASA (Pine Cone).** High centered rose pink, double, blotched white. 5-gallon can, \$7.50.

**MIKENJAKU (Empress of Russia; Nagasaki).** Immense semi-double rose and white; spreading plant; blooms mid-season. 8-inch pot, \$3.50.

**MONARCH.** Flowers of huge peony form, broad outer petals, clusters of stamens and petals form a bouquet in center; rich deep rose. Dwarf plant, fine foliage. 8-inch pot, \$3.50; 5-gallon can, \$7.50.

**MRS. CHARLES COBB.** Large double deep rich red, long lasting corsage flower; midseason to late; compact vigorous plant. 5-gallon can, \$12.50.

**PAUL J. HOWARD'S WHITE (Improved Alba Plena).** Large double white blooms of perfect form; vigorous upright plant; midseason. 8-inch pot, \$5.00; 5-gallon can, \$12.50.

**PINK BALL.** Broad outer petals, full double center, shell pink to darker pink; vigorous bushy plant, fine for hedges; blooms Nov. to March. 8-inch pot, \$4.00; 5-gallon can, \$8.50.

**PINK PERFECTION.** Popular double light pink of perfect form; vigorous, blooms all winter. 8-inch pot, \$2.50; 5-gallon can, \$5.00.

**PINK STAR.** Double bright rose pink, outer petals pointed; hardy plant with pointed foliage; midseason; one of the best. 8-inch pot, \$3.50; 5-gallon can, \$8.50.

**POPE PIUS IX (Imbricated Rubra Plena, Prince Eugen Napoleon).** Beautiful large formal double red; plant of medium size, compact and upright; free flowering, midseason. 8-inch pot, \$3.50; 5-gallon can, \$8.50.

**PURITY.** Favorite double ivory white, some with golden stamens; fine upright plant, late. 8-inch pot, \$2.50; 5-gallon can, \$5.00.

**REGINA DES GIANTES (Rainsford Cantelou, W. H. Hastie).** Huge imbricated flowers of deep rose pink to lighter pink, with fluted petals. Compact, upright plant, blooms Feb. to April. 5-gallon can, \$12.50.

**ROSE QUEEN.** Formal double blooms of medium size, clear pink; free flowering, midseason. 8-inch pot, \$4.00; 5-gallon can, \$10.00.

**SALMON QUEEN.** Fine showy double salmon pink; compact plant; midseason. 8-inch pot, \$4.00; 5-gallon can, \$10.00.



### Camellia Reticulata

The rarest, and most gorgeous of all Camellias, according to Camellia fanciers. Its wide open, semi-double flowers are among the largest, and defy description.

Broad wavy petals of silky texture are rosy red with purplish sheen, surrounding a center of showy yellow stamens, some of which are tipped black. Bushy, upright open plant with narrow, pointed foliage, deep green and netted. Blooms February to April.

Our plants are all flowering size, priced from \$7.50 to \$35.00.

**SNOW QUEEN.** Large semi-double white. 8-inch pot, \$3.50; 5-gallon can, \$10.00.

**STARDUST (Mme. Adele).** Lovely dark pink flowers of peony form, Chandeli type. 8-inch pot, \$4.00; 5-gallon can, \$8.50.

**TE DEUM.** Large double flowers of vivid red, variable as to form, some with yellow stamens; slow, open growth; late. 8-inch pot, \$5.00.

**TRICOLOR SIEBOLDI (Wakanoura Variegated).** Semi-double blooms with broad thick petals, white, marked and splashed Chinese red; vigorous, upright plant, blooms freely all winter. 8-inch pot, \$3.50; 5-gallon can, \$8.50.

**TRIPHOSA.** Large semi-double white flowers, somewhat cup-shaped, with circle of golden stamens in center; plant of spreading growth, blooms midseason. 5-gallon can, \$12.50.

## HARDY GARDEN LILIES

Plant lily bulbs in well prepared soil, mixed with leaf mold, in a half-shaded situation that has very good drainage. Use no manure in the soil. Set the bulbs on a layer of sand, and from 3 to 8 inches deep, depending on the size of the bulbs. Plant three times as deep as the diameter of the bulb. Apply bone meal or liquid fertilizer several times in spring.

*Lily Bulbs prepaid through 4th postal zone (within 600 miles of Los Angeles).*

**AMABILE.** Very showy Lily from Korea, resembling Turk's Cap Lily, as many as six vivid red blooms, spotted black, to a stem. 3 to 4 feet tall. Each 90c; 3 for \$2.50; Dozen \$8.50.

**BELLINGHAM HYBRIDS.** A marvelous new strain of lilies for outdoor planting, naturalizing and for cut flowers. Tall clusters of up to 20 lilies, on strong stems, with colors ranging from clear yellow, orange yellow to bright orange red, spotted brown, are produced in summer. Each 75c; 3 for \$2.00; Dozen \$6.50.

**CENTIFOLIUM HYBRIDS.** Immense fragrant trumpet-shaped Lilies, creamy white to pale yellow, the outside suffused brown, like a Regale Lily. Each 75c; 3 for \$2.00; Dozen \$6.50.

**CANDIDUM (Madonna Lily).** The lovely Madonna Lily is the first to bloom. Flowers, from 3 to 20 on a stem, are snowy white, with deep yellow stamens, and delightfully fragrant. Each 90c; 3 for \$2.50; Dozen \$7.00.

**PARDALINUM GIGANTEUM (Sunset Lily).** Handsome orange lilies shading to scarlet, petals recurved and spotted maroon, in great clusters on 4 to 6 ft. stems. 3 for \$1.45; Dozen \$5.00.

**REGALE.** Large fragrant white blooms with golden centers and shadings of chocolate red outside. 8 to 9-inch bulbs: 3 for \$1.25; Dozen \$4.50.

**TIGRINUM (Tiger Lily).** Flowers rich dark salmon orange, spotted with black. 3 for \$1.25; Dozen \$4.50.

# Paul J. Howard's FLOWER SEEDS

## New and Choice Varieties for Winter and Spring Bloom

All Seeds Sent Prepaid

### DELPHINIUMS—Pacific Giants

California Flowerland Strain

Light Blue, Deep Blue, Medium Blue, Lavender Pastels, Violet Shades, Giant White and Mixture of these shades. Packet 50c.

### GERBERA

**TRANSVAAL DAISY.** Our Flowerland Strain contains the most desirable types and richest colorings in these lovely flowers. Petals are long, narrow and graceful, with small center disc and long, strong stems. This mixture includes all shades of crimson, rose, orange, pastel pinks, cream and yellow. Packet of 35 seeds, 25c; 100 seeds, 60c.

### PANSY

**PAUL J. HOWARD'S SUPER SWISS GIANTS.** Flowers from this re-selected Roggli strain have been sensational wherever grown. They are of huge size, long stemmed, in a range of rich, brilliant colors. Mixed Colors only. Packet 50c.

### STOCKS

**Paul J. Howard's Giants of California.** Very early, giant Imperial type, 2 to 3 ft. tall, set with immense florets.

**Golden Gate.** Yellow. Santa Barbara. Chamois. Monterey. Pink. Santa Maria. White. Mojave. Purple. Sequoia. Rose Carmine. Pacific. Blue. Tahoe. Lavender. Redwoods. Blood red. Yosemite. Deep rose. Mixed Colors.

Packet 25c; 5 pkts. for \$1.00

### ANTIRRHINUM (Snapdragon)

(ALL RUST RESISTANT)

**MAXIMUM TYPE—About 3 feet tall.**

**ALASKA.** White. **CAMPFIRE.** Scarlet. **COPPER QUEEN.**

**FAIR LADY.** Pearl Pink. **FIERY CRIMSON.**

**INDIAN SUMMER.** Orange Scarlet. **LOVELINESS.** Soft Rose.

**SUPER-MAJESTIC TYPE—1½ to 2 feet.**

**AUTUMN GLOW.** Old Rose and Amber.

**DAINTY.** Soft Pink. **ORANGE SHADES.**

**ROSE SENSATION.**

**ROSALIE.** Rose Pink, Gold Center.

**ROYAL CRIMSON.**

**SILVER LADY.** Two-toned Light Pink.

**SHASTA.** Pure White.

**DWARF SNAGDRAGON—Magic Carpet.**

A unique Snapdragon of dwarf or creeping growth, covered with short flower spikes, in shades of soft pink, salmon and rose.

**NEW GIANT RUFFLED TETRA SNAPDRAGONS.** Huge ruffled flowers, 2 inches deep, thickly set on strong tall base-branching stems. Unusual colors and blends. Mixed Colors.

**PRICE OF ALL SNAPDRAGONS:**  
Packet 25c; 5 packets for \$1.00

### ALYSSUM

**LILAC QUEEN.** Deep lilac. Packet 25c; ¼-oz. 75c.

**VIOLET QUEEN.** Very dwarf, compact. Packet 25c; ¼-oz. 75c.

**CARPET OF SNOW.** Dwarf, compact, 3 inches high. Packet 25c; oz. 85c.

**SAXATILE COMPACTUM (Basket of Gold).** Perennial. Packet 25c.

### BELLIS—English Daisy

Giant Double Flowered. Red, Rose, White, or Mixed Colors. Packet 25c.

### CANDYTUFT

**UMBELLATA.** Crimson, Flesh Pink, Lilac, Rose Cardinal, White, and Mixed Colors. Packet 25c; ½-oz. 50c.

**GIANT HYACINTH FLOWERED CANDYTUFT.** White. Long flowerheads. Packet 25c; ½-oz. 60c.

### CENTAUREA

**BACHELORS' BUTTON (C. Cyanus).** Blue, Rose, White, and Mixed Colors. Packet 25c; ½-oz. 75c.

**SWEET SULTAN (C. Imperialis).** Large, fluffy long-stemmed flowers, fragrant. Mixed colors. Packet 25c.

### CLARKIA

Dainty double flowers on long, leafy spikes, all shades of pink, rose, carmine, and white, in mixture. Packet 25c.

### NEW BEAUTY CALENDULAS

This new strain has large, perfectly formed flowers, longer stems, clear colors, and is more heat-resistant.

**APRICOT BEAUTY.** Lovely two-toned apricot.

**CREAM BEAUTY.** Creamy white to yellow.

**LEMON BEAUTY.** Pure lemon yellow.

**PERSIMMON BEAUTY.** Persimmon orange.

**TWO OLD FAVORITES—Dark Centered**

**LEMON QUEEN.** Light sulphur yellow.

**ORANGE KING.** Large orange red.

All Calendulas: Packet 25c; 5 pkts. for \$1.00

### ANNUAL CHRYSANTHEMUMS or Painted Daisies

**MERRY MIXTURE.** Wonderful new colors, also zoned and tricolored flowers; tall upright plants; lovely cut flowers. Packet 25c.

### DIANTHUS—Pinks

Richly colored flowers of spicy fragrance, for permanent borders and beds.

**GAIETY.** Large lacy single flowers, brilliant colors. Dwarf, compact plants, free flowering.

**WESTWOOD BEAUTY.** Very large flat single flowers, shades of red.

Packet 25c; 5 pkts. for \$1.00

### Paul J. Howard's

### HYBRID GERANIUMS

Our California Flowerland Geranium seed is freshly harvested from choicest named varieties and from novelties in our fields. It includes fascinating types and colors, reds, salmon and rose pinks, white, and two-toned varieties. Large packet, \$1.00.

### GAZANIA

**Howard's Everblooming Padre Hybrids.** Large flowers in art shades, oddly marked and shaded; strong plants, almost everblooming. Packet 50c.

### GODETIA

Easily grown annuals, for half-shady locations, with long lasting, azalea-like flowers.

**Dwarf Double, Mixed Colors.** Packet 25c.

**Tall Double, Mixed Colors.** Packet 25c.

### HOLLYHOCKS

Tall, showy biennials, will bloom next spring from seed sown this fall.

**GIANT ENGLISH DOUBLE HOLLYHOCKS.** Maroon, Newport Pink, Rose, Salmon, Scarlet, White, Yellow, and Mixed Colors. Packet 25c.

**New Giant Single Hollyhocks.** Mixed Colors. Packet 25c.

### LARKSPUR

Giant Imperial type, with tall branched plants, the numerous tall spikes thickly set with large double florets. **Blue Bell, Blue Spire, Lilac King, Pink King, Rose King, White Spire.** Packet 25c; 5 packets for \$1.00.

### LINARIA

**MAROCCANA.** Hybrids. Pretty annuals, with slender spikes of small dainty flowers resembling miniature Snapdragons. Shades of carmine, pink, mauve, blue, yellow. Packet 25c; ½-oz. 70c; oz. \$1.25.

### LUPINUS

**HARTWEGI.** Attractive native flower, showy spikes of blue pea-shaped blooms in spring. Dwarf Mixed. Packet 25c; oz. 60c; lb. \$6.00.

### MYOSOTIS

**FORGET-ME-NOT. Blue Bird.** Rich deep blue, free flowering, vigorous. Packet 25c.

### NEMOPHILA

**BABY BLUE EYES.** Low growing California annual, for naturalizing and for ground covers, among bulbs. Sky-blue cup-shaped flowers. Packet 25c; ½-oz. 60c; oz. \$1.00.

### NIEREMBERGIA—Cup Flower

Very dwarf compact border plants, grey-green foliage, covered continuously with masses of cup-shaped flowers. **BLUE CUP** and **PURPLE ROBE.** Packet 25c.

### Early or Winter Flowering SPENCER SWEET PEAS

This strain may be sown for both winter and summer bloom. One packet of seed will plant 5 feet of row. One ounce will plant 35 feet of row.

**BRIGHT LIGHT.** Flame scarlet.

**CELESTIAL.** Cerise salmon rose.

**HELEN HAYES.** Frilled golden scarlet.

**KATE SMITH.** Scarlet rose.

**MEMORY.** Rosy lavender.

**MRS. DOUGLAS MacARTHUR.** Finest salmon pink.

**OTHELLO.** Deep maroon.

**ORIENTAL.** Deep cream.

**TREASURE ISLAND.** Golden orange.

**TRIUMPH.** Deep lilac mauve.

**WAVES.** Outstanding new mid-blue.

**WHITE GIANT.**

**CALIFORNIA FLOWERLAND EARLY WINTER SPENCER SWEET PEAS,** Mixed Colors. Our own blend.

### NEW CUTHERBTSON SWEET PEAS

The finest strain yet developed, for Spring and Summer Flowering, more vigorous, heat resistant, with longer stemmed, larger blooms, beautiful clear colors. Especially fine in warm sections where ordinary strains cannot be grown. Sow August-Sept. for early spring bloom; Nov. to Jan. for summer bloom.

**Coline.** Scarlet.

**Liza.** Maroon.

**Connie.** Chamois.

**Lois.** Rose pink.

**Danny.** Navy blue.

**Marion.** Cream.

**Hazel.** Light blue.

**Tommy.** Marine blue.

**Helen.** Blush pink.

**Cuthbertson Mixed Sweet Peas.**

**PRICE OF ALL SWEET PEAS:**

Packet 25c; ½ ounce 50c; ounce 70c; ¼ lb. \$2.25

**COLLECTION of 5 packets for \$1.00**

### ANNUAL PHLOX

**GIGANTEA STRAIN.** Huge flowers with white eye, in showy flower heads; early, free flowering. **Red Glory, Rosy Morn, Salmon Glory, and Mixed Colors.** Packet 25c.

### CALIFORNIA POPPY

**ESCHSCHOLTZIA AURANTIACA.** True California Poppy. Packet 25c; oz. 45c; lb. \$4.50.

**NEW HYBRIDS. Mixed Colors.** Orange, Salmon, Scarlet, Cream, and Yellow; many frilled flowers. Packet 25c; ¼-oz. 50c; oz. \$1.50.

### ICELAND POPPY

#### PAPAVER NUDICAULE

**EMPEROR.** Orange; **EMPERRESS.** Salmon rose and pink shades; **California Flowerland Hybrids.** Mixed Colors. Packet 25c.

### ANNUAL SCABIOSA

**Pincushion Flower.** Showy, long stemmed flowers for massing and cutting. **Blue Moon, Azure Fairy, Black-Maroon, Rosette, Rose, Salmon, White, and Mixed Colors.** Packet 25c; 5 pkts. for \$1.00.

### GIANT NEW VERBENAS

Immense flower heads of large florets; vigorous, compact, free flowering over a long season.

**ANNAPOLIS BLUE.** Mid-blue.

**SAFON QUEEN.**

**SPECTRUM RED.** Pure scarlet.

**WHITE.**

California Flowerland Mixed Verbenas:  
Packet 25c; 5 pkts. for \$1.00.

### VIOLA

**VIOLA CORNUTA.** Tufted Pansies. Charming little Violas for massing and borders, furnishing bright displays all winter and spring.

**ARKWRIGHT RUBY.** Ruby crimson.

**BLUE PERFECTION.** Porcelain blue.

**WHITE PERFECTION.** Pure white.

**CHANTREYLAND.** Apricot orange.

**LUTEA SPLENDENS.** Golden yellow.

**PAPILIO.** Deep violet.

**MIXED VIOLAS.**

Price of all Violas: Packet 25c

### VIRGINIA STOCK

**MALCOLMIA MARITIMA.** Low growing annual, 8 inches tall, for borders or covering bulb beds. Small bright flowers. **Mixed Colors.** Packet 25c; oz. 90c.

PAUL J. HOWARD'S  
**VEGETABLE SEEDS**

All Seeds Sent Prepaid

**BEANS**

**Canadian Wonder (Bush).** Plant in fall. Quality late snap beans; flat, light green pods, not stringless but tender. Pkt. 10c;  $\frac{1}{2}$  lb. 30c; lb. 50c.

**BEETS**

**Improved Early Blood Turnip.** Medium early. Pkt. 10c; oz. 25c

**Detroit Dark Red.** Pkt. 10c; oz. 25c

**BROCCOLI.** Green Sprouting. Pkt. 10c; oz. 40c

**BRUSSELS SPROUTS.** Medium Dwarf. Plants thickly set with small heads. Pkt. 10c; oz. 85c

**CABBAGE**

**Cannonball.** Late, large globe-shaped heads. Pkt. 10c; oz. 50c

**Early Jersey Wakefield.** Small solid pointed heads. Pkt. 10c; oz. 50c

**Early Red Rock.** Pkt. 10c; oz. 60c

**Chinese Wong Bok.** Tall, solid, crisp. Pkt. 10c; oz. 30c

**Chinese Chihili.** Early, tall heads, 18 to 20 inches high; firm, tender crisp leaves. Pkt. 10c

**CARROT**

**Chantenay.** Pkt. 10c; oz. 30c

**Danvers Half Long.** Pkt. 10c; oz. 30c

**Early Forcing.** Tender, delicious little carrots, 60 days from time of sowing. Pkt. 15c; oz. 30c

**Oxheart.** Best for heavy soil, early. Pkt. 10c; oz. 30c

**CAULIFLOWER, Snowball.** Compact, medium size, finest quality. Pkt. 10c

**CELERY**

**Utah Golden Stringless.** Pkt. 10c

**Celeriac or Turnip Rooted Celery.** Used as vegetable, salad or in soups. Pkt. 10c

**CHARD**

**Crimson Rhubarb.** Fleshy crimson leaf stalks, deep green crumpled leaves. Pkt. 15c; oz. 25c

**Lucullus.** Light green. Pkt. 10c; oz. 20c

**CHIVES.** For flavoring and garnish. Pkt. 10c

**ENDIVE, Green Curled.** Pkt. 10c; oz. 30c

**KOHLRABI.** Early White Vienna. Pkt. 10c; oz. 60c

**LEEK.** American Flag. Pkt. 10c; oz. 65c

**LETUCE**

**BIBB BUTTERBALL.** Forms small rosette-like heads, with smooth dark green leaves. Pkt. 15c; oz. 75c

**Early Curled Leaf Lettuce.** Frilled light green leaves, tender. Pkt. 10c; oz. 20c

**Los Angeles Market.** Best head lettuce. Pkt. 10c; oz. 30c

**OAK LEAF LETTUCE.** New, fine quality, forming small rosettes of deep green, tender leaves, deeply cut. Pkt. 15c; oz. 50c

**ROMAINE (Cos Lettuce).** Pkt. 10c; oz. 20c

**ONION**

**Bunch Onion.** Tender white, for "green onions." Pkt. 10c; oz. 75c

**Sweet Spanish Yellow.** Mild white flesh, good keeper. Pkt. 10c; oz. 80c

**Italian Red.** Long, slender onions of mild flavor. Pkt. 10c; oz. 75c

**Southport Red Globe.** Wonderful keeper, heavy yielder. Pkt. 10c; oz. 75c

**White Portugal (Silverskin).** Pure white, flat, hard, mild flavor. Good green onion. Pkt. 10c; oz. 75c

**White Globe.** Pure white, finest quality, early. Pkt. 10c; oz. 80c

**PARSLEY, Double Moss Curled.** Pkt. 10c; oz. 20c

**New Plumed Parsley, Emerald Isle.** Pkt. 25c

**Turnip Rooted Parsley.** Pkt. 10c; oz. 20c

**PARSNIP, French Half Long.** Pkt. 10c; oz. 20c

**PEAS**

**Special Dwarf Telephone.** Long, deep green pods, contain 8 to 10 peas, finest quality, sweet. Vines grow 20 inches tall. Pkt. 10c;  $\frac{1}{2}$  lb. 25c; lb. 45c

**Alderman (Improved Tall Telephone).** Very large pods, large, tender sweet peas. Grow 5 to 6 ft. tall; resistant to fusarium wilt. Pkt. 10c;  $\frac{1}{2}$  lb. 25c; lb. 45c

**Dwarf Edible Pod Sugar Pea (Chinese Peas).** Small, tender, sweet; cook without shelling, 5 minutes. Pkt. 10c;  $\frac{1}{2}$  lb. 25c; lb. 45c

**RADISH**

**Crimson Giant.** Round, crisp. Pkt. 10c; oz. 20c

**French Breakfast.** Early, red, white tip. Pkt. 10c; oz. 20c

**Sparkler.** Pkt. 10c; oz. 20c

**SPINACH**

**Winter Broadleaf.** Pkt. 10c; oz. 25c

**New Zealand.** Thick, fleshy deep green leaves. Pkt. 10c; oz. 35c

May be picked continuously. **MUSTARD SPINACH.** Tendergreen. Pkt. 10c; oz. 20c

**TURNIP**

**Purple Top White Globe.** Pkt. 10c; oz. 20c

**Early White Snowball.** Pkt. 10c; oz. 20c

**RUTABAGA, Yellow Sweet.** Pkt. 10c; oz. 20c

# SPECIAL ANNOUNCEMENT

We are subdividing our acreage adjoining California Flowerland, which was used during the war for vegetable crops. This beautiful new subdivision will be known as

## "FLOWERLAND PARK"

Lots in this tract will be offered for sale upon completion of the development. Interested parties may consult our tract representative, Mr. John Poag, who is in charge of Paul J. Howard's Real Estate Development.

"Flowerland Park" telephone numbers are:

ARizona 7-5200

ARizona 7-5761

This development does not affect the extensive growing, sales, or services of

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

but results in extension of Barrington Avenue through our property. Our address remains the same, but our entrance gate faces Barrington Avenue instead of National Boulevard.

**PAUL J. HOWARD'S  
California Flowerland**

11700 NATIONAL BOULEVARD  
LOS ANGELES 34, CALIFORNIA

Just  $\frac{1}{2}$  mile west of Sepulveda,  $\frac{1}{2}$  mile south of Pico Blvds., we are easily reached from all parts of the Southland.



**SNOW FLURRY**, Ruffled White Iris

## DUTCH IRIS

Plant Dutch Iris bulbs as early as possible in fall, in sun or partial shade. Set bulbs about 3 inches deep, and keep well watered after foliage appears.

**BLUE HORIZON.** Broad light violet standards, falls sky blue with orange stripe.

**D. HARING.** Huge white flowers. Tall, mid-season.

**GERRIT VAN HEES.** Broad, short purplish blue standards; falls large royal blue with yellow stripe.

**IMPERATOR.** Rich deep blue; late.

**WEDGEWOOD.** Largest and earliest; clear blue.

**WHITE EXCELSIOR.** Pure white, of heavy texture; broad falls.

**YELLOW QUEEN.** Golden yellow; wiry stems. Midseason.

### MIXED COLORS.

Price of all Dutch Iris Bulbs:  
Extra Large, Dozen \$1.25; 100 for \$8.50

**All Iris are sent prepaid through 4th Postal Zone (within 600 miles of Los Angeles).**

## AMARYLLIS

### California Flowerland Hybrids

Plant Amaryllis in rich soil, with neck of bulb just above the surface. (Bulbs planted deep will not bloom.) Outdoors, they should have a sunny exposure. For pot culture, use a 7- or 8-inch pot, with light, friable soil mixture. Keep in a cool shady place until roots develop, then remove to sunny situation or to living room window. Bulbs ready in November, may be planted until April first.

**Crimson Shades, Scarlet Shades, White,** with pink and crimson stripes, also Mixed colors.

Each 75c; 3 for \$2.00; Dozen \$7.50

# California Flowerland

## HARDY IRIS

Hardy Iris are most effective in perennial borders and among shrubbery, and one of the easiest plants to grow. Choose a sunny, well-drained location, with good garden soil. If soil is poor, fertilize with good commercial fertilizer or bone meal, in fall and once or twice in spring. Set plants 12 to 18 inches apart, and just cover the rhizomes. Water thoroughly after planting, and keep moist. Iris may be planted from June to winter.

**ALICE HARDING.** Large soft yellow blooms on branched spikes. Nearly everblooming, hardy; should be in every collection. Each 35c; 3 for 90c; Dozen \$3.50.

**ANDALOUSE.** Unique buff grey and reddish purple. Each \$1.50; 3 for \$4.00; Dozen \$15.00.

**BLUE CRYSTAL.** Giant light blue, especially good for warm sections. Each \$1.00; 3 for \$2.50; Dozen \$10.00.

**CARAVELLE.** Standards rosy white, falls lilac. Each \$1.00; 3 for \$2.00; Dozen \$7.50.

**CARVED IVORY.** Beautifully formed ivory white flowers on well branched stems. Each 50c; 3 for \$1.25; Dozen \$4.50.

**CHARMEUR.** Delicate orchid pink, of fine form. Each 35c; 3 for 90c; Dozen \$3.50.

**CHINA BOY.** Reddish bronze and brown, of huge size, on tall stems. Each \$1.00; 3 for \$2.50; Dozen \$10.00.

**ECLADOR.** Rich deep golden yellow; vigorous, heavily branched stems. Each 50c; 3 for \$1.25; Dozen \$4.50.

**EPI D'OR.** Charming dwarf Iris for edgings, rich yellow self color. Free flowering. Each 50c; 3 for \$1.25; Dozen \$4.50.

**FRANCHEVILLE.** Giant flowers with lilac standards, falls reddish purple shaded brown. Each \$1.00; 3 for \$2.50; Dozen \$9.00.

**FREDA MOHR.** Giant flowers with falls lilac rose and standards lighter lilac; long flowering season. Each 35c; 3 for \$1.00; Dozen \$3.50.

**GENEVIEVE SEROUGE.** Tawny light yellow flushed pale blue, falls lilac and flax blue, edged yellow; massive blooms on tall stems. Each 50c; 3 for \$1.25; Dozen \$4.50.

**HERMIONE.** Large flowers, standards bronze and heliotrope, falls maroon and yellow, with brown marking. Each 50c; 3 for \$1.25; Dozen \$4.50.

**INDIAN CHIEF.** Showy large red, the falls deep velvety crimson, standards rosy red. Each 50c; 3 for \$1.25; Dozen \$4.50.

**LOS ANGELES.** Large white, faintly edged blue. Each 50c; 3 for \$1.25; Dozen \$4.50.

**LUX.** Old gold, apricot rose and carmine, beautifully blended. Each 75c; 3 for \$1.75; Dozen \$6.50.

**MANDARIN.** Glowing orange yellow, buds pure orange. Each 75c; 3 for \$1.75; Dozen \$6.50.

**MINISTRE FERNAND DAVID.** Standards rich reddish purple; falls deeper glowing red-purple. Each 50c; 3 for \$1.25; Dozen \$4.50.

**NARANJA.** Deep yellow and orange. Each 35c; 3 for \$1.00; Dozen \$3.50.

**ORGON.** Large flowers of rich coloring, golden yellow and red. Each \$1.00; 3 for \$2.50; Dozen \$9.00.

**PALE MOONLIGHT.** Lovely pale blue, on tall strong stems. Each 35c; 3 for \$1.00; Dozen \$3.50.

**PHARAON.** Huge straw yellow flaring flowers; free flowering. Each 50c; 3 for \$1.25; Dozen \$4.50.

**PLURABELLE.** Standards wide golden yellow, falls reddish mauve, lighter at edges. Each 50c; 3 for \$1.25; Dozen \$4.50.

**PRESIDENT PILKINGTON.** Standards pale buff with blue suffusion, falls wide and flaring, soft lavender edged silvery brown. Each 35c; 3 for 90c; Dozen \$3.50.

**PURISSIMA.** Giant, perfectly formed pure white. Each 50c; 3 for \$1.25; Dozen \$4.50.

**SAN GABRIEL.** Large blooms of lustrous lavender, flushed rosy mauve, delicately fragrant; tall, vigorous. Each 35c; 3 for 90c; Dozen \$3.50.

**SANTA BARBARA.** Large lavender blue self color, striking. Each 35c; 3 for 90c; Dozen \$3.50.

**SNOW FLURRY.** Ruffled white Iris of outstanding beauty. Falls and standards deeply frilled, pure ice white, faintly flushed pale blue. Vigorous, tall, free flowering. Each \$1.50; 3 for \$3.75.

**TOMBOUCTOU.** Rich deep mauve self color blooms on tall, branched stems. Each 35c; 3 for \$1.00; Dozen \$3.50.

**WILLIAM A. SETCHEL.** Enormous flowers with standards of steel blue, falls deep violet blue; free flowering. Each \$1.00; 3 for \$2.50; Dozen \$9.00.

**ZAMPA.** Striking self-color, rich metallic and purple blue. Each 50c; 3 for \$1.25; Dozen \$4.50.

### PAUL J. HOWARD'S

## IRIS KAEMPFERI

Among the most gorgeous of all garden flowers, with richest colorings, silky petals and lovely form, Iris Kaempferi have a long blooming season, from May to July. They are of easiest culture and should be planted in masses, along borders or around pools.

Iris Kaempferi will grow in full sun or partial shade, in good garden soil mixed with peat moss or leaf mold. Give them plenty of water during their growing season, which is from early spring until fall. They may be planted from November until late spring.

**CALIFORNIA FLOWERLAND MIXTURE of IRIS KAEMPFERI.** Selected named Varieties, singles and doubles, in shades of lilac, lavender and purple, also white ones, beautifully marked and shaded, grown in our Iris field. (Plants are available from fall until early spring.)

3 for \$1.00; Dozen \$3.00; 100 for \$20.00.

## PAUL J. HOWARD'S BUSH ROSES

(Continued from Page 4)

**PEACE.** (Pat. No. 591) Winner of the All America Award in 1946, Peace is unique in beauty and popularity. Its marvelous color is nearly indescribable—rich yellow buds opening to soft yellow blooms of lovely form, each petal edged cerise pink. Flowers are huge, high centered and very double, with large petals of heavy substance, long lasting when cut, and borne on very long strong stems. Plants have great vigor, with shiny green, almost holly-like foliage.....\$2.00

**PEDRALBES.** Lovely semi-double cream colored rose, changing to pure white. Exceptionally heavy foliage; vigorous, free flowering plant.....\$1.00

**PHYLLIS GOLD.** Double, high centered blooms with broad petals of heavy substance, butter yellow shaded lighter at edges. Exceptionally strong, free flowering, with deep green foliage. We consider it superior to Eclipse.....\$1.50

**PICTURE.** One of the very finest pink roses, nearly everblooming. Long, perfectly formed buds open to lovely salmon pink flowers. Fragrant, lasting; vigorous.....\$1.00

**PINK DAWN.** Perfectly formed buds of deep rose open to charming pink blooms tinted with orange at base of petals. Fragrant, lovely for cutting .....\$1.00

**POINSETTIA.** Brilliant red, close to a Poinsettia scarlet, which does not fade. Long pointed buds, flowers are large and open, fine for cutting. Extra fine, tall bush .....\$1.00

**PRESIDENT HERBERT HOOVER.** Flowers are a gorgeous combination of flame-scarlet, cerise pink and orange yellow; huge and fragrant, on very long stems. One of the strongest growers, most reliable, free flowering .....\$1.00

**RADIANCE.** Bright carmine pink.....\$1.00

**RED RADIANCE.** Cerise-red counterpart of Radiance .....\$1.00

**ROSE MARIE.** Clear rose pink; fine buds and flowers. Blooms constantly.....\$1.00

**SAN FERNANDO.** (Pat. No. 785) A grand new rose that ranks with the best red roses, with an intense and lasting spicy old rose fragrance. The bright vermillion buds are long and pointed, opening into fully double flowers of vermillion scarlet, and of elegant, graceful form and unusually heavy texture. Foliage is leathery, deep rich green. A vigorous, disease resistant plant for your rose garden.....\$2.00

**SANTA ANITA.** (Pat. No. 539) One of the finest pink roses we have grown. Color is rich true glowing rose-pink; flowers and buds beautifully shaped, on smooth strong stems. Bright green foliage.....\$1.25

**SHANGRI-LA.** (Pat. No. 665) Long pointed buds are perfect, and upon opening show a rare combination of tints and shades; blush, salmon and rose delicately blended. Bushes are vigorous, produce plenty of flowers .....\$1.50

**SHOW GIRL.** (Pat. No. 646) Remarkably strong growing upright bush, bearing the most beautiful long buds of deep rose pink, which open to heavy-textured fragrant roses of luminous soft pink. Long lasting cut flower .....\$1.50

**SLEIGH BELLS.** See back cover and page 3.

**SNOWBIRD.** Favorite white rose, with exquisitely formed buds that open to very full, double flowers, sometimes in clusters of two to four; sweetly fragrant .....\$1.00

TALLYHO  
\$2.50

SAN FERNANDO  
\$2.00

\$2.00

PEACE  
\$2.00

**TAFFETA.** AARS for 1948. (Pat. No. 716) An outstanding new rose in salmon pink tones, a shimmering blend of carmine rose, pink and apricot, the reverse side of the petals being shaded yellow. Long stemmed, perfectly formed buds open to semi-double fragrant roses. Vigorous plant with dark glossy foliage .....\$2.00

**TALLYHO.** AARS for 1949. (Pat. Applied for.) Long, urn-shaped bud and large, high-centered double, fragrant blooms, singly or several together, on long strong stems. Color is tapestry crimson, the reverse side of petals shading to rose red. Bushy, upright plant with healthy, leathery foliage; a fine cut flower .....\$2.50

**TALISMAN.** Favorite rose and gold, fragrant; vigorous .....\$1.00

**TEXAS CENTENNIAL.** (Pat. No. 162) The Red Hoover. Brick red turning to cerise red with age. Free flowering, vigorous.....\$1.25

**THE DOCTOR.** An outstanding pink rose. Long, pointed buds open to enormous flowers of silvery pink, like a huge peony, uniform in color. Very fragrant .....\$1.00

**VILLE DE PARIS.** One of the best of all yellow roses, slightly tinted orange, large, double, globular; vigorous bronze foliage.....\$1.00

**WHITE WINGS.** (Patent Applied For) Large, long pointed buds open to broad single flowers of perfect form, with amethyst stamens tipped gold. Flowers are borne in pyramidal sprays, against a background of leathery foliage, and keep wonderfully when cut. Vigorous plant, constantly in bloom.....\$1.50

**WILL ROGERS.** Deepest red with velvety blackish shadings, intensely fragrant, double. Of robust growth, free flowering.....\$1.25

**YOURS TRULY.** (Pat. No. 697) Beautifully formed large buds and flowers on long smooth stems; broad petals of heavy texture, glowing rose pink, deeper rose inside, shaded yellow at center, and strong spicy fragrance. Plants are of upright growth, vigorous, with leathery foliage, constantly in bloom .....\$1.50

# California Flowerland

## FLORIBUNDA ROSES

These splendid cluster roses are most showy in the garden, and are prized for table decoration and floral arrangement. Use them in groups, with shrubbery, to add splashes of color to the landscape, or plant them in beds for display and cut flowers.

**QUANTITY RATES—10% Discount on Orders of 10 or more Roses, one kind or assorted.**

**BABY CHATEAU.** Wonderful deep red. Buds are velvety blackish crimson. Strong grower. \$1.00

**BRIGHT EYES. (Pat. Applied For.)** Charming new Yellow Floribunda of exceptional vigor and beauty. Clusters of canary yellow buds open to fragrant silvery yellow double blooms, with darker center. In cold weather, edges of petals turn pink. Bright green healthy foliage. For massing, borders and cut flowers, Bright Eyes is unsurpassed ..... \$1.50

**CECILE BRUNNER.** The Sweetheart Rose. Fragrant miniature pink flowers ..... \$1.00

**CHATILLON.** Semi-double, bright pink flowers, in enormous clusters. Vigorous, free flowering ..... \$1.00

**CRIMSON ROSETTE. (Pat. Applied For)** Clusters of brilliant red buds, 50-petaled, open to perfectly formed rosette-like flowers of velvety crimson, completely cover the plants. Vigorous bush with heavy dark foliage, in bloom almost constantly ..... \$1.50

**CROWN OF JEWELS. (Patented)** Plants are vigorous and bushy, with leathery foliage, and clusters of very double, cup-shaped blooms of fiery coral rose. Nearly everblooming, especially fine in Autumn, and marvelous for cutting ..... \$1.50

**DAGMAR SPAETH. (White Lafayette.)** Clusters of alabaster white, semi-double blooms, flushed pink at edges. Good, vigorous plant. .... \$1.00

**ELSE POULSEN.** Strong, erect plants that bloom continuously from summer to fall. Clusters of semi-double flowers of medium size, a lovely rose pink. .... \$1.00

**FLORADORA.** Dazzling cinnebar color, with shades of scarlet and orange, the brightest colored Floribunda. The buds and rosette-shaped flowers make delightful corsages and bouquets. Very strong, tall grower. .... \$1.50

**FLUFFY RUFFLES.** Silvery pink, cup shaped, fragrant flowers in clusters, slightly fragrant. Vigorous plants with leathery foliage ..... \$1.00

**GLORIOUS. (Patent Applied For)** Unsurpassed for massing, bordering driveways and walks, and

specimen shrubs. Vigorous, much branched bushes with clean, shiny foliage produce numerous open clusters of deep vermilion buds. Open flowers are semi-double, brilliant Tyrian rose, gold center. Plants are literally covered with bloom over a long season ..... \$1.50

**IMPROVED CECILE BRUNNER.** A new "Sweetheart" Rose with exquisite small buds and blooms, slightly larger than the old Cecile Brunner. Vigorous plants produce graceful sprays of peach pink buds, changing to soft salmon pink, in such quantities that the entire plant is covered with lovely pink bloom, long lasting when cut ..... \$1.50

**IMPROVED LAFAYETTE.** Lovely, glowing red flowers in clusters, semi-double, open, fragrant. Vigorous bushy plant with soft green foliage ..... \$1.00

**MARGO KOSTER.** Small double flowers of intense orange red, in big clusters ..... \$1.00

**MING TOY. (Patent Applied For)** In perfection and symmetry of form, Ming Toy compares with the most exquisite camellias. High centered flowers of 50 petals or more, of heavy texture and bright rose color, are produced in graceful sprays. Plants are exceptionally rugged, constantly in bloom. The cut sprays make beautiful flower arrangements and will last a week in water ..... \$1.50

**PINKIE.** Charming Baby rose, with clusters of slender buds and double flowers of rose pink, fragrant. Shapely plant, 2 feet tall, blooms continuously; excellent for borders and bedding. .... \$1.50

**PINK ROSETTE.** Exquisite little roses of quaint, symmetrical form, each blossom with 50 shell-like petals of peach pink, are produced in open sprays, long lasting when cut. Plants are vigorous, producing great masses of bloom and heavy foliage ..... \$1.50

**ROSENELFE.** Clusters of very double blooms, La France pink, on long strong stems. Vigorous bushy plants, with large leathery glossy foliage; nearly ever-blooming. A wonderful variety for cutting ..... \$1.00

## MINIATURE ROSES

These charming little Roses are really Miniatures, the plants of most varieties being not more than 6 inches tall, and the blooms so tiny that a half-dozen will fill a thimble. Plants grow bushy, are resistant to most rose troubles and bloom almost constantly. They are most attractive as pot plants, but may also be grown in the garden, in filtered sunlight.

Plant Miniature Roses in good potting soil, and do not let the plants dry out. Protection from the hot sun is necessary. Feed with a weak solution of liquid fertilizer about every two months.

**MIDGET.** (Plant Patent 466) The smallest fully double rose, each with 30 to 50 petals, rose red, nearly thornless.

**PIXIE.** (Plant Patent 408) Double white, with 40 or more petals, produced singly or in clusters. With faint pink flush in cool weather.

**ROULETTI.** Rose-pink double flowers, about an inch across. Hardy, everblooming.

**TOM THUMB.** (Plant Patent 169) Tiny deep crimson buds open to double blooms slightly lighter, with bright light center.

**Price of above Miniature Roses: Each 85c; 3 for \$2.25; Dozen \$8.50**

A miniature arrangement of TOM THUMB ROSES in a thimble.

**SWEET FAIRY.** (Plant Patent 748) Deep rose pink buds open to very double fragrant apple-blossom-pink little blooms; deep green foliage.

Each \$1.25; 3 for \$3.50; 12 for \$12.50

Miniature Rose Plants will be sent bare-root, postpaid, within the fourth postal zone, until March 15. After March 15, plants are in 4-inch pots, and will be sent by express, charges collect.



# Paul J. Howard's CLIMBING ROSES

Prices listed are for bare-root, dormant plants, available from January to March 15. Climbing Roses, established in 5-gallon cans, staked, may be planted the year around. Because of their weight and size, they are practical for local delivery only. All established Climbing Roses are priced at \$3.50 each.

**BELLE OF PORTUGAL.** Beautiful long buds of salmon flesh. Rampant grower, blooms early; one of California's most popular climbers ..... \$1.25

**CL. CECILE BRUNNER.** Perfect little pink flowers, spicy fragrance ..... \$1.25

**CL. CHRISTOPHER STONE.** Glowing scarlet, golden stamens; heavy foliage ..... \$2.00

**CL. CONDESA DE SASTAGO.** Bright copper rose, reverse of petals gold. Beautiful glossy foliage; vigorous ..... \$1.25

**CL. CRIMSON GLORY.** Intense vivid crimson; very vigorous ..... \$1.50

**CL. DAINTY BESS.** Fascinating, single soft pink ..... \$1.25

**CL. ETOILE DE HOLLANDE.** Every bit as good as the bush. Rich red ..... \$1.25

**CL. GOLD RUSH.** Rich deep yellow ..... \$1.25

**CL. GOLD RUSH.** One of the best yellow climbers, rich gold, of perfect form and color. Glossy foliage ..... \$1.25

**CL. HADLEY.** Fragrant deep crimson ..... \$1.25

**CL. HEART'S DESIRE.** (Pat. No. 663) Sensational as a bush, this makes one of the grandest crimson climbers of all ..... \$1.50

**CL. HIGH NOON.** (Pat. No. 704) A marvelous new pillar rose that grows a tall bush, 8 to 10 ft. tall, with many stems. Brilliant shining yellow buds of medium size open to lovely semi-double flowers, slightly fragrant, on almost thornless, long stems. Blooms freely in spring, and occasionally all summer ..... \$2.50

**CL. INDIAN SUMMER.** (Patented). Glowing old gold, old rose and pink. Vigorous, free flowering, glossy foliage. Fragrant ..... \$1.50

**CL. KAISERIN AUGUSTA VICTORIA.** Pearly white ..... \$1.25

**CL. LOS ANGELES.** Flame pink, shaded with coral and gold ..... \$1.25

**CL. MRS. E. P. THOM.** Golden yellow, perfectly formed ..... \$1.25

**CL. MRS. SAM McGREDY.** (Pat. No. 394) Copper orange, free flowering ..... \$1.50

**CL. NIGHT.** Darkest red of all ..... \$1.50

**CL. PICTURE.** (Pat. No. 524) One of the most beautifully formed pure pink roses. \$1.50

**CL. PINK DAWN.** Rich deep rose pink buds opening to lovely pink blooms, orange at center. Double, fragrant, vigorous ..... \$1.50

**CL. PRESIDENT HERBERT HOOVER.** Rose, gold and red; vigorous ..... \$1.25

**CL. ROSE MARIE.** Rose pink; fine year around ..... \$1.25

**CL. SANTA ANITA.** Glowing rose pink, beautifully formed buds and blooms; handsome foliage. One of the finest ..... \$1.50

**CL. TALISMAN.** One of the best of all climbers, pink and gold ..... \$1.25

**CL. TEXAS CENTENNIAL.** (Pat. No. 565) The climbing form of one of our most beautiful and popular bush roses. Big buds of brick red open to huge flowers of rose red and deep pink ..... \$1.50

**CL. VILLE DE PARIS.** One of the best yellows, splendid as a climber ..... \$1.25

**CL. MERMAID.** Large single sulfur yellow, with amber stamens. Handsome glossy foliage. Unexcelled for trellis, arbor or fence. \$1.25

**MRS. PAUL J. HOWARD.** (Patented) Beautiful buds of deep, velvety red open to large double fragrant flowers, unfading crimson. Fine foliage, long stems, ideal for cutting. \$1.50

**PAUL'S SCARLET CLIMBER.** Masses of brilliant red flowers ..... \$1.25



CRIMSON ROSETTE—Floribunda Rose Bush Rose, \$1.50; Tree Rose, \$4.00

## California Flowerland TREE ROSES

Tree Roses, with their great crowns of foliage and showy bloom, give a striking effect, used for accent planting in the rose garden, and for bordering driveways or walks. The Floribundas in tree form are most charming, bearing clusters of bloom over a long season, and make compact, graceful growth.

Paul J. Howard's Tree Roses are budded on strong straight stems, 36 inches from the ground. See Bush Roses for descriptions of varieties listed below.

### RED SHADES—

Each

California Centennial. New Crimson	\$5.00
Christopher Stone	\$3.50
Crimson Rosette. Floribunda	\$4.00
Etoile de Hollande	\$3.50
Heart's Desire	\$4.00
San Fernando	\$4.50
Texas Centennial	\$4.00

### PINK SHADES—

**Applause.** (Pat. Applied For) 1948 Bagatelle Winner, Paris. Large, high-centered double rose, fragrant. Very vigorous, dark leathery foliage, free flowering \$5.00

**Imperial Potentate.** This fragrant pink rose makes an exceptionally fine, well-formed head ..... \$3.50

**Olive Percival.** Coral Red ..... \$4.50

**Pink Rosette.** New Floribunda \$4.00

**Santa Anita** ..... \$4.00

**Tallyho** ..... \$4.50

**The Doctor** ..... \$4.00

### VARI-COLORED

Each

Charlotte Armstrong	\$4.50
Floradora. Floribunda	\$4.00
Forty-Niner. New Crimson, Buff on reverse side	\$4.50
Grande Duchesse Charlotte	\$4.50
President Herbert Hoover	\$3.50
Taffeta. New Rose and Gold	\$4.50
Talisman	\$3.50

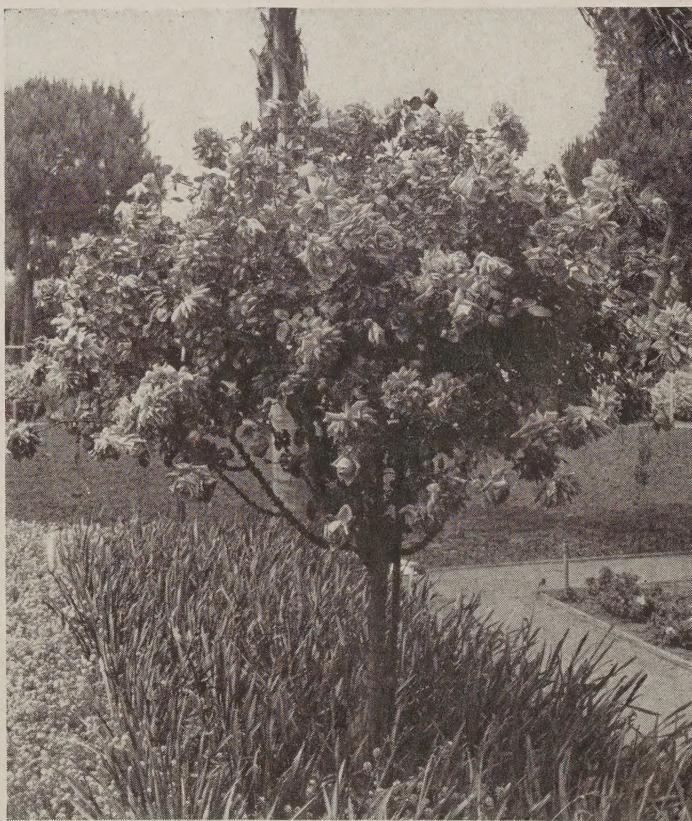
### WHITE—

Frau Karl Druschki	\$3.50
Sleigh Bells. New White	\$4.50
Snowbird	\$3.50

### YELLOW—

Bright Eyes. Floribunda	\$4.00
Butterscotch	\$4.50
California	\$4.50
Fred Edmunds	\$4.50
Lowell Thomas	\$4.00
Mme. Chiang Kai-Shek	\$4.00
Mrs. P. S. Dupont	\$3.50
Peace	\$4.50
Ville de Paris	\$3.50

QUANTITY RATES—10% Discount on Orders of 10 or more Roses, one kind or assorted.



PRICES ON TREE ROSES are for bare-root plants, available until March 15. After that, all Tree Roses will be established and staked, in 5-gallon tins, priced 50c per plant higher. All Tree Roses are sent charges collect, at purchaser's expense. Please add 50c to each order for packing, if sent by parcel post or express.

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SLEIGH BELLS—A Grand New Paul J. Howard Rose for 1949

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**

11700 National Boulevard, Los Angeles 34, California